

An Invitation to Exhibit:

2007 Annual Meeting & Exposition

"Proving the VII Concept...This is the time. This is the place."

May 16 & 17, 2007

Rock Financial Showplace

46100 Grand River

Novi, MI 48374

www.rockfinancialshowplace.com

www.itsmichigan.org

www.michigan.gov/MDOT



Maximum exposure to qualified, decision-making ITS professionals





JENNIFER M. GRANHOLM
GOVERNOR

STATE OF MICHIGAN
DEPARTMENT OF TRANSPORTATION
METRO REGION OFFICE

KIRK T. STEUDLE
DIRECTOR

December 13, 2006

Dear Prospective Vendor:

Over the past 10 years, Michigan Department of Transportation (MDOT) and Intelligent Transportation System (ITS) of Michigan have partnered to host an annual meeting to present and discuss ITS issues, plans and concepts. Two years ago, MDOT and ITS MI hosted its first annual vendor display, with the intent of permitting the many vendors of video and data communications and compression technologies the opportunity to demonstrate their products to a wide range of public sector decision makers. Last year, MDOT and ITS MI combined the annual meeting and vendor exhibition to increase participation and the audience for the vendors in attendance.

The 2007 event is promising to be another great networking opportunity, informational program about ITS in Michigan and forum to showcase ITS technologies in the exhibit hall. The 2007 Annual ITS Michigan meeting and Exhibition will be held on May 16 and 17, and is an event you won't want to miss.

Your company is invited to participate in this event and benefit from the long lasting business relationships that will be formed. By participating in this event you can get the attention of transportation and technology professionals in Michigan, all dedicated to developing and/or deploying ITS technologies.

ITS in Michigan is being viewed as one of the key components of improving safety and mobility on our roads. ITS Architectures and Deployment plans will soon be finalized for the entire state, and with the pace of the plan development, the annual ITS Michigan meeting and exhibition will provide you with the opportunity to network with people throughout Michigan in one location. Past events have provided vendors with personal contacts in the past that have really paid off.

As you are aware Michigan is leading the United States in VII technology and applications. Where else could you spend two days and get the exposure that this event will provide? You will have the opportunity to talk to those very individuals that are leading the VII program for Michigan. There will be opportunities for VII demonstrations on site that are a rare opportunity.

The Michigan Department of Transportation would like to personally welcome you an opportunity to provide exhibits at this event. Please complete the Exhibitor Registration Form included in this packet and return to the appropriate address. If you have any questions about exhibiting at this event please feel free to contact Michele Mueller at 248-431-1443 or muellerm2@michigan.gov. See you in May!

Sincerely,

Greg D. Krueger, P.E.
MDOT ITS Program Manager

Enclosure
GDK:MM:dvd
Cc: File



Richard Beaubien, President
Hubbell, Roth & Clark, Inc.

Dr. Peter Sweatman, Vice President
University of Michigan Transportation
Research Institute

Steven Fern, Treasurer
Suburban Mobility Authority for Regional
Transportation

James Schultz, Secretary
Michigan Department of Transportation

Board Members

Ken Rogers
Automation Alley

Steve Underwood
Center for Automotive Research

Dan Carrier
Carrier & Gable

John Abraham
City of Troy

Barbara Wendling
DaimlerChrysler

Gary Greib
Delphi Automotive

Ralph Robinson
Ford

Jim Snell
Grand Valley Metro Council

Jim Barbaresso
Iteris, Inc.

Ed Tatem
Parsons Brinkerhoff

Adam Merchant
Road Commission of Macomb County

Brent Bair
Road Commission for Oakland County

Carmine Palombo
SEMCOG

Tom Borton
TBAI

Frank Cardimen
Traffic Improvement Association

Charles Moore
URS

Hassan Saab
Wayne County

Shahamy Khasnabis
Wayne State University

December 8, 2006

On behalf of ITS Michigan, I invite you to attend the 2007 ITS Michigan Annual Meeting & Exposition. It will be held at the Rock Financial Showplace in Novi and it will feature the most up to date assembly of products, technologies, concepts, and demonstrations of ITS and Vehicle Infrastructure Integration (VII) in the Midwest.

Michigan is the VII epicenter. We have,

- the field operational test on the freeways involving the Michigan Department of Transportation (MDOT) and Motorola,
- the field operational test on the arterials involving the Road Commission for Oakland County and DaimlerChrysler, and
- the home of the VII Consortium.

You will not want to miss this meeting and opportunity to see and learn about this upcoming aspect of Intelligent Transportation Systems (ITS). In addition, MDOT will be rolling out their ITS plan for the whole state and this will be vitally important for suppliers, consultants and residents of Michigan.

Please join me on May 16 & 17, 2007 for an outstanding program and great networking opportunity.

Very truly yours,

Richard F. Beaubien, P.E., P.T.O.E.
President, ITS Michigan

Join Us as an Exhibitor

Benefits to Exhibiting:

- Maximize your visibility to transportation and technology professionals.
 - Showcase your company's products and services before a select group of attendees.
 - Meet attendees seeking the latest ITS solutions, technologies, and services.
 - Make connections with key staff to develop partnerships.
 - Opportunities for networking in a relaxed environment.
 - Meet MDOT and local agencies.
 - Receive an exclusive Buyer's Guide.
 - Have your company's name printed in the Buyer's Guide.
 - Receive a list of all attendees prior to the event.
 - Receive a ticket to Second City for dinner and entertainment.
 - **Receive a 1 year membership to ITS Michigan.**
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Michigan Department of
Transportation Director, Kirk Steudle

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Agenda*

| Pre Conference - May 15, 2007 | | | |
|-------------------------------|--|----------------------------|----------------------------|
| | Conference Room | Exhibit Room & Parking Lot | Outside VII Demonstrations |
| 3:00 p.m.–7:00 p.m. | | Exhibitor Setup | Demo Setup |
| Wednesday, May 16, 2007 | | | |
| 8:00 a.m.–10:00 a.m. | ITS Michigan Board Meeting | MDOT Vendor Tour | |
| 9:00 a.m.–5:00 p.m. | Registration | | |
| 10:00 a.m.–10:30 a.m. | Keynote/Welcome Kirk Steudle, MDOT Brent Bair, RCOC Neil Schuster, ITS America | | |
| 10:30 a.m.–11:00 a.m. | Break in Exhibit Hall | | |
| 11:00 a.m.–11:30 a.m. | VII Today Brian Cronin, USDOT Steve Cook, MDOT Introduction to VII Demonstrations | Exhibits Open | VII Demonstrations Open |
| 11:30 a.m.–Noon | Shelley Row, Director of USDOT JPO * <i>(Invited)</i> | | |
| Noon-1:00 p.m. | Lunch in Crystal Ballroom | Exhibits Open | VII Demonstrations Open |
| 1:00 p.m.–2:00 p.m. | Statewide Program Update Greg Krueger, MDOT Dawn Gustafson, MDOT Jason Gutting, MDOT | | |
| 2:00 p.m.–4:00 p.m. | University Roundtable UMTRI, MSU, MTU, MIOH | | |
| 4:00 p.m.–5:00 p.m. | Reception in Exhibit Hall | | |
| 6:00 p.m.–9:30 p.m. | Second City Comedy Club - Dinner and Show | | |
| Thursday, May 17, 2007 | | | |
| 8:30 a.m.–9:30 a.m. | Registration | Exhibits Open | |
| | Breakfast Buffet in Exhibit Hall | | |
| 9:30 a.m.–10:30 a.m. | Michigan Update Peter Sweatman, UMTRI Tom Bruff, SEMCOG Gary Piotrowicz, RCOC City of Detroit | | |
| | Break in Exhibit Hall | | |
| 11:00 a.m.–Noon | VII - Panel Discussion , Q & A Brian Cronin, USDOT Ralph Robinson, VII Consortium Barbara Wendling, DaimlerChrysler Harry Voccola, NAVTEQ Greg Krueger, MDOT | | |
| Noon-1:00 p.m. | Lunch in Crystal Ballroom | | |
| 1:00 p.m.–2:30 p.m. | MDOT ITS Investment Plan Rollout | | |
| 2:30 p.m. | Conference Ends | Exhibits Close | |

* This is a preliminary agenda, times and speakers are subject to change.

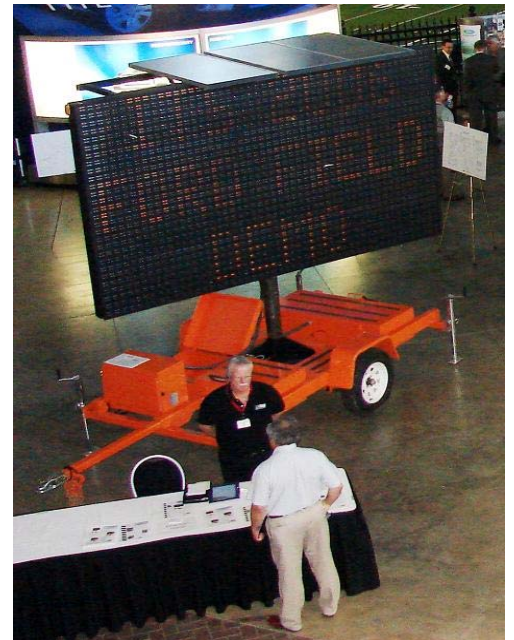
Who You Will Meet

Audience:

- Academic and research development staff
- Automotive and industrial engineers
- Elected officials
- Homeland security and public safety representatives
- Federal, regional, state, and local transportation officials
- ITS consultants
- Original Equipment Manufacturers (OEM's)
- Systems Integrators

Technologies on Display:

- Integrated vehicle control and safety systems
- Real time travel information technology
- Traffic control systems and equipment
- Variable message signs
- Wireless telecommunication systems
- Weather information systems
- Video communication
- Pavement condition information systems
- **VII DEMONSTRATIONS**



Tom Crane, from American Signal, displays at the 2006 Annual Meeting & Exposition.



Exhibitor Registration Includes:

- 1 exhibit pass
- 1 8-foot table top exhibit area
- Standard electrical hook-up
- Wireless internet access
- 2 Chairs
- Breakfast on Thursday, May 17 and Lunch Wednesday and Thursday, May 16 & 17
- 1 ticket for dinner and entertainment at Second City Comedy Club for Wednesday, May 16, 2007

Additional exhibitor needs for telecommunications or electricity must be arranged for by the exhibitor.

Additional exhibitor needs for staging area in the parking lot must be prearranged and prepaid with ITS Michigan.

Exhibitor Registration

Cost: Due by April 15, 2007 \$495

To be listed in the Buyer's Guide, registration and payment must be received no later than March 1, 2007.

Buyer's Guides will be provided to vendors at the show.

For each additional vendor representative attending, add \$125.

For each additional ticket to Second City Comedy Club dinner and show, add \$50.

Registrations will be accepted until April 16, 2007.

Set-Up: Tuesday, May 15, 2007
3:00 pm – 7:00 pm

Breakdown: Thursday, May 17, 2007
Breakdown will proceed at completion of the show.



Location

Convention Center

Rock Financial Showplace
46100 Grand River
Novi, MI 48374
Phone: (248) 348-5241
Web: www.rockfinancialshowplace.com

Accommodations

Courtyard by Marriott: Novi
(Official Hotel of the Annual Meeting & Exposition)
42700 W. 11 Mile Rd.
Novi, MI 48375
Phone: (248) 380-7234
Web: www.marriott.com



Rooms are available for \$139.00/night (\$94.00/night with a government ID).

Evening Social Event

The Second City
42705 Grand River Avenue
Novi, MI 48375
Phone: (248) 348-4448
Web: www.secondcity.com



Contacts

Exhibits/Vendor Registration
Michele Mueller
Phone: (248) 483-5133
Email: muellerm2@michigan.gov

Attendee Registration
Colleen Hill
Phone: (248) 454-6300
Email: chill@hrc-engr.com

Sponsorships & Membership
Dick Beaubien
Phone: (248) 454-6381
Email: president@itsmichigan.org

2007 Annual Meeting & Exposition Exhibitor Registration Form

Please complete all information:

Organization: _____

Name: _____

Address: _____

City: _____ State/Zip: _____

Telephone: _____ Fax: _____

Email: _____

EXHIBITORS

Exhibit Fee \$495 _____

Name of Booth Attendee (*included in exhibitor registration*): _____

Registrations for additional exhibitor representatives _____ @ \$125 = _____

Names of Additional exhibitors:

1. _____ 2. _____

Exhibitor Total: \$ _____

GRAND TOTAL: \$ _____

Submittal of this registration indicates acceptance of rules and regulations for the 2007 Annual Meeting & Exposition for exhibitors.

Method of Payment

Indicate payment and mail or fax this form to 2007 Annual Meeting & Exposition, c/o ITS Michigan, 555 Hulet Dr., Bloomfield, MI 48302, fax: (248) 338-2592. On behalf of my organization, I agree to pay the above amount for the 2007 Annual Meeting & Exposition, scheduled for May 16 & 17, 2007.

Signature: _____

___ Check or PO in the amount of \$_____ (made payable to ITS Michigan)

I authorize ITS Michigan to charge my: ___ MasterCard ___ Visa ___ American Express a **Grand Total** of \$_____.

Credit Card Number: _____ Exp. _____

Name as appears on Card: _____

Signature of Card Holder: _____